GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:1716
ANSWERED ON:09.12.2015
Internet Content in Regional Languages
Verma Shri Rajesh

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether Internet and Mobile Association of India has recommended to translate the materials available on the internet into the regional languages;

(b) if so, whether the Government has started the work of translation of the content available on internet into regional languages; and

(c) if not, the reasons therefor?

Answer

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY
(SHRI RAVI SHANKAR PRASAD)

(a) to (c) Madam, as per information provided by Internet and Mobile Association of India (IAMAI), they have not recommended translation per say of the materials available on the internet into the regional languages, but have recommended an increase in websites and apps in all content in local languages for better access to the masses, since 88% of India"s 1.32 billion citizens do not speak English. The report also recommends that corporates should rollout holistic local language solutions, including website, digital media, call centers, analytics, logistics and outbound communications, aimed at local language users.